



vehicle dynamics solutions

Marketing Coordinator

OptimumG, an international vehicle dynamics engineering company, provides car and car components in-lab and on-track testing, simulation software development and support, training, and engineering services for passenger car and sport car manufacturers as well as race teams. OptimumG's simulation software and database management tools are used by major vehicle and tire manufacturers as well as research institutes and universities.

We are seeking a dynamic, self-starter to assist in the development and implementation of our marketing/communications, business development, and public relations plans. Strong candidates should be able to provide demonstrated experience in graphic design, web management, social media tactics, and written communication skills.

Primary Responsibilities (including, but not limited to):

- Develop and expand marketing strategies and tactics necessary to achieve and expand business objectives including revenue growth and increased incoming leads.
- Create and maintain content for all digital marketing channels including company bi-monthly newsletter, e-mail campaigns, and social media (Facebook, Twitter, LinkedIn, Instagram, YouTube, etc.).
- Utilize marketing analytics to create actionable marketing strategies.
- Revamp and maintain website including design, upkeep, and general maintenance.
- Create marketing materials including business proposals, engineering and business reports, seminar materials, brochures, and fliers.
- Assist in the creation of training and promotional videos/webinars.

Qualifications:

- Bachelor's Degree in Marketing, Communications, or a similar field.
- Up-to-date with the latest trends and best practices in online marketing and measurement tools and processes.
- Must be computer literate; proficiency in Adobe InDesign and Photoshop highly desired.
- Experience with website management.
- Must have excellent organizational skills.
- Strong verbal and written communication skills required.
- Must be self-motivated and detail-oriented.
- Ability to prioritize, multi-task, and meet deadlines.
- Ability to work independently and as part of a team.

Compensation:

This is a paid, part-time (~20 hours per week) position (which could evolve into full-time employment). The exact schedule is flexible within normal work hours and will be discussed during the interview process. This position is not eligible for benefits.

How to Apply:

Interested applicants should forward their resume, cover letter, and any applicable examples from their portfolio to susanne.chastain@optimumg.com. Subject line should read: Application for Marketing Coordinator. NO PHONE CALLS PLEASE.

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